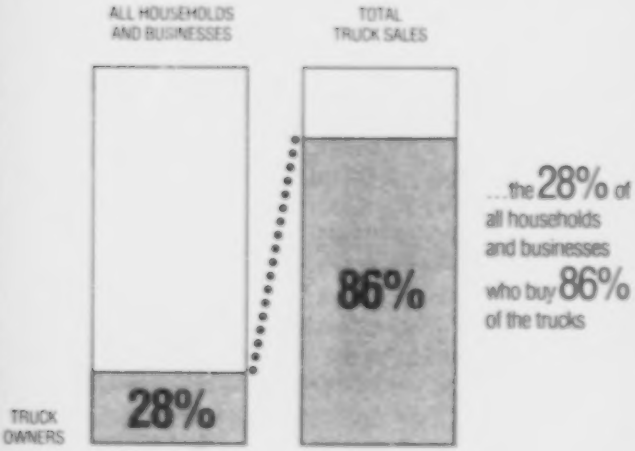
CUT STRAIGHT TO THE HEART OF THE NEW TRUCK MARKET...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TOTAL TRUCK SALES
86%
28%
TRUCK OWNERS
...the 28% of all households and businesses who buy 86% of the trucks

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JULY
1985

pocket summary

of registrations

new cars

new trucks

COURTESY OF

R·L·POLK & CO.

POLK STATISTICS

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NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	JULY		% '85 VS '84	% IND	
	1985	1984		1985	1984
AMC	9375	16313	57.47	.99	1.81
(Alliance)	4936	8512	57.99	.52	.95
(Encore)	3514	6582	53.39	.37	.73
(Eagle)	925	1219	75.88	.10	.13
CHEVROLET	32993	28977	113.86	3.48	3.21
(Laser)	3734	5129	72.80	.39	.57
(Le Baron/GTS)	15178	9538	159.13	1.61	1.06
(E/NY/S RV/NPT)	14081	14310	98.40	1.48	1.58
DODGE	37398	34395	108.73	3.93	3.80
(Daytona)	3761	3855	97.56	.40	.43
(Colt/Vista/Conq)	4150	3652	113.64	.44	.40
(Omni)	8014	10045	79.78	.84	1.11
(Aries)	8276	9059	91.36	.86	1.00
(Lancer)	5336	-	-	.56	-
(600)	4547	5135	88.55	.48	.57
(Diplomat)	3314	2649	125.10	.35	.29
PLYMOUTH	26633	27542	96.70	2.81	3.05
(Colt/Vista/Conq)	3953	3118	126.78	.42	.35
(Horizon)	8697	10498	82.84	.92	1.16
(Reliant)	9736	12327	78.98	1.03	1.36
(Caravelle)	2598	-	-	.27	-
(Gran Fury)	1649	1599	103.13	.17	.18
CHEVROLET CORP.	97024	90914	106.72	10.22	10.06
FORD	109675	108253	101.31	11.56	11.99
(Escort)	33485	31256	107.13	3.52	3.46
(Tempo)	17995	22129	81.34	1.90	2.45
(LTD/Crn Vict)	30024	31399	95.62	3.16	3.48
(Mustang)	14436	11177	129.16	1.52	1.24
(T'Bird)	13731	12292	111.71	1.45	1.36
XR4 Merkur	843	-	-	.09	-
LINCOLN	13469	12939	104.10	1.42	1.43
(Mark VI & VII)	1841	2533	72.68	.19	.28
MERCURY	43786	44813	97.71	4.61	4.96
(Topaz)	4709	5934	79.36	.50	.66
(Tr'sq/Gr Marq)	19653	22431	87.62	2.07	2.48
([illegible])	11332	9719	116.60	1.19	1.08
([illegible])	1366	1396	97.85	.14	.15
([illegible])	6786	5333	127.25	.71	.59
AMC/JEEP/EAGLE DIV.	58098	57752	100.60	6.12	6.39
FORD MOTOR CO.	167773	166005	101.07	17.68	18.38
BUICK	73853	81575	90.53	7.78	9.03
(Skyhawk)	7709	12893	59.79	.81	1.43
(Somerset Regal)	6241	-	-	.66	-
(Century)	20916	17627	118.66	2.20	1.95
(Regal)	9458	17676	53.51	1.00	1.95
(Riviera)	4971	3756	132.35	.52	.42
CADILLAC	27333	27717	98.61	2.88	3.07
(Cimarron)	1748	1452	120.39	.18	.16
(Eldorado)	5845	5859	99.76	.62	.65
(Seville)	2713	2981	91.01	.29	.33
CHEVROLET	141341	147242	95.99	14.90	16.30
(Chevette)	10098	13948	71.75	1.05	1.54
(Celebrity)	34903	29911	116.69	3.70	3.31
(Cavalier)	29785	35082	84.90	3.14	3.89
(Camaro)	19003	20147	94.32	2.00	2.23
(Citation)	2949	8992	32.80	.31	1.00
(Corvette)	3461	2174	159.20	.36	.24
(Monte Carlo)	10365	10252	101.10	1.09	1.13
OLDSMOBILE	96088	93904	102.33	10.12	10.39
(Firenza)	3765	6328	59.50	.40	.70
(Calais)	8103	-	-	.85	-
(Cutlass Ciera)	30869	23302	132.47	3.25	2.58
(Cutlass)	19280	24958	77.25	2.03	2.76
(Toronado)	3071	3526	87.05	.32	.39
PONTIAC	61790	64469	95.84	6.51	7.14
(1000)	1992	2765	72.04	.21	.31
(Sunbird)	7676	12829	61.39	.83	1.42
(Grand Am)	5209	-	-	.55	-
(6000)	14946	11862	126.00	1.57	1.31
(Bonneville)	4337	6036	71.85	.46	.67
(Firebird)	10007	9747	102.67	1.05	1.08
(Fiero)	7481	7878	94.96	.79	.87
GEN MTRS CORP.	400495	414907	96.50	42.19	45.93
Misc. Domestic	26	20	130.00	-	-
Other Import	274530	215231	127.55	28.92	23.82
U.S. TOTAL	949133	903390	105.06		

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UNITED STATES SUMMARY
JULY 1985 ISSUED 09/85

R. 1-05

NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '85 VS '84	% IND		YEAR END 1984
	1985	1984		1985	1984	
AMC	76739	108706	70.59	1.24	1.84	188652
(Alliance)	41142	55897	73.47	.67	.95	99463
(Encore)	28049	41094	68.26	.45	.69	68588
(Eagle)	7548	11615	64.97	.12	.20	20551
CHEVROLET	211651	190779	110.95	3.41	3.01	320523
(Laser)	32848	31638	103.82	.53	.53	51977
(Le Baron/GTS, (E/H)/S RV/T -T)	88669	56834	156.01	1.43	.95	98473
	90334	89907	100.81	1.45	1.52	170077
DODGE	284595	233269	121.95	4.58	3.94	406874
(Daytona)	30553	26140	116.85	.49	.44	43474
(Colt/Vista/Conq)	23773	23333	101.85	.38	.39	47167
(Omni)	83723	68303	122.58	1.35	1.16	118054
(Aries)	55419	67030	97.60	1.05	1.13	109256
(Lancer)	25208	-	-	.41	-	1499
(600)	33833	34703	97.49	.54	.59	60709
(Diplomat)	22086	13852	159.44	.36	.23	26705
PLYMOUTH	225160	188781	119.27	3.63	3.19	323769
(Colt/Vista/Conq)	22922	20801	110.20	.37	.35	42304
(Horizon)	89357	71852	124.36	1.43	1.21	123988
(Reliant)	79882	66944	91.86	1.29	1.47	134552
(Caravelle)	2744	-	-	.35	-	7662
(Gran Fury)	11557	9184	125.84	.19	.16	15253
CHRYSLER CORP.	721606	600229	120.22	11.62	10.14	1051166
FORD	813907	739205	110.11	13.11	12.49	1285077
(Escort)	240359	214387	112.11	3.88	3.62	378732
(Tempo)	174115	145589	119.27	2.80	2.47	254437
(LTD/Crn Vict)	212105	212637	99.75	3.42	3.59	360996
(Mustang)	95255	76504	124.51	1.53	1.29	136067
(T'Bird)	92073	69688	102.65	1.48	1.52	153845
YUGO Merkur	2761	-	-	.04	-	2
LINCOLN	91186	80260	113.61	1.47	1.36	144278
(Mark VI & VII)	11915	19825	60.71	.19	.34	28349
MERCURY	305358	296776	102.89	4.92	5.01	519701
(Topaz)	47231	42605	110.86	.76	.72	73879
(Marq/Gr Marq)	132354	139359	94.97	2.14	2.35	242248
(Cougar)	70971	65901	107.70	1.14	1.11	119456
(Capri)	8976	11021	81.44	.14	.19	17647
(Lynx)	45820	37880	120.96	.74	.64	66461
LINC/MERC DIV.	389305	377038	105.91	6.43	6.37	663961
FORD MOTOR CO.	1213212	1116241	108.69	19.54	18.86	1949558
BUICK	502714	533563	94.22	8.10	9.01	918321
(Skyhawk)	53033	71165	74.52	.85	1.20	119314
(Somerset Regal)	57200	-	-	.92	-	11013
(Century)	123251	118412	104.09	1.99	2.01	209304
(Regal)	80276	115275	51.84	.97	1.95	182614
(Riviera)	29523	29823	98.99	.48	.50	52223
CADILLAC	169440	176555	95.52	2.73	2.98	309678
(Cimarron)	12143	10307	117.81	.20	.17	17992
(Eldorado)	38558	38658	100.78	.63	.65	68763
(Seville)	18771	20148	93.17	.30	.34	35113
CHEVROLET	945155	946313	99.88	15.23	16.00	1555671
(Chevette)	89848	106648	85.49	1.13	1.80	165630
(Celebrity)	197884	193394	102.33	3.19	3.27	316995
(Cavalier)	251352	214672	117.09	4.04	3.63	372206
(Camaro)	119698	119073	100.52	1.93	2.01	196624
(Citation)	36557	61411	59.53	.59	1.04	90453
(Corvette)	22751	16330	139.32	.37	.28	30367
(Monte Carlo)	66459	78785	84.35	1.07	1.33	115310
OLDSMOBILE	523842	553257	95.50	10.05	11.04	1038173
(Firenza)	33059	35504	92.96	.53	.60	60633
(Calais)	72422	-	-	1.17	-	12048
(Cutlass Ciera)	187089	151470	123.52	3.01	2.55	237808
(Cutlass)	124215	205043	60.58	2.00	3.47	368973
(Toronado)	20281	23309	87.01	.33	.39	41074
PONTIAC	439550	408045	107.72	7.08	6.89	685347
(1000)	12627	15122	79.56	.21	.27	27211
(Sunbird)	66362	72844	93.85	1.10	1.23	124123
(Grand Am)	58602	-	-	.94	-	13656
(6000)	85423	73395	116.39	1.38	1.24	120650
(Bonneville)	30004	41641	72.05	.48	.70	64310
(Firebird)	61517	60261	102.08	.99	1.02	98887
(Fiero)	55613	58997	94.26	.90	1.00	92374
GEN MTRS CORP	2680711	2717835	98.63	43.19	45.92	4507190
Misc. Domestic	131	160	81.88	-	-	267
Other Import	1515701	1375626	110.18	24.41	23.24	2421948
U.S TOTAL	6208100	5918799	104.89			10116231

(Mono Total) - Included in Make Total

UNITED STATES SUMMARY

NEW TRUCK REGISTRATIONS

MAKES	JULY	% IND	YEAR TO DATE		% '85 VS '84	% IND	
	1985		1985	1984		1985	1984
Dodge	46025	10.64	356043	341332	127.64	11.43	11.46
Plymouth	10764	2.47	84733	78536	138.63	2.40	2.02
Ford	113614	26.04	729755	668781	109.12	27.08	26.95
Chevrolet	122687	28.12	710550	638772	111.24	25.38	27.64
G.M.C.	32982	7.55	196388	173086	113.51	7.28	7.50
IH	5810	1.33	42463	37687	120.19	1.50	1.46
Jeep Truck	14415	3.30	94550	80421	117.57	3.51	3.49
Mack/Midliner	2653	.61	19562	13228	140.32	.69	.57
Kenworth	764	.18	5414	7568	84.75	.24	.33
Peterbilt	1098	.25	7372	7011	105.15	.27	.30
Daimler-Benz Corp.	1847	.42	13366	9662	138.34	.50	.42
Volvo White	1198	.27	7469	5635	132.55	.28	.24
Western Star	112	.03	693	308	225.03	.03	.01
Miscellaneous	12451	10.89	435607	381495	129.91	10.40	16.53
U. S. Total	436453		2693902	2317982	116.24		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26 &3	GVW 8 33 & Over
Dodge	212713	95330	-	-	-	-	-	-
(Dodge 1)	157923	51991	-	-	-	-	-	-
Plymouth 6	54735	-	-	-	-	-	-	-
Ford	409156	266960	-	-	-	6813	18245	8561
(Ford 2)	268869	93844	-	-	-	-	-	-
Chevrolet	352724	291632	10865	-	146	3048	5827	312
(Chev 3)	291929	110061	-	-	-	-	-	-
G.M.C.	52231	78645	2861	-	3690	3153	8882	6921
(G.M.C 4)	51023	26888	-	-	-	-	-	-
I.H.	-	-	-	-	-	13518	9451	17502
Jeep Truck	84784	9766	-	-	-	-	-	-
(Jeep 5)	84784	8611	-	-	-	-	-	-
Mack/Midliner	-	-	-	-	-	2425	605	15532
Kenworth	-	-	-	-	-	-	-	8414
Peterbilt	-	-	-	-	-	-	-	7372
Daimler-Benz Corp.	-	-	-	-	-	1490	1083	10793
Volvo White	-	-	-	-	-	-	851	6618
Western Star	-	-	-	-	-	-	-	693
Miscellaneous	485348	6126	1871	547	187	79	224	1226
Total	1761500	758481	21597	547	4023	30518	45154	81964
1984 Total	1436317	615240	22695	404	1268	25454	38388	69780
1985 vs '84	140.67	82.96	95.18	74.41	317.27	19.89	24.12	17.46

(Temp Totall-To be included in GVW 1,2 & 3

1 Includes Ram Vans, Ramcharger, Ram 50 Rampage, Caravan and Ram Wagon

2 Includes Ranger, Bronco, Vans and Aerostar

3 Includes El Camino, Blazer, S10, Vans and Astro

4 Plymouth Includes Voyager FWD

4 Includes Vans, Caballero, Jimmy, S1t and Safari

5 Includes CJ's, Cherokee, Wagoneer and Scrambler

Manufacturers' Sales Records used for compiling Oklahoma in 1985 and New York and Oklahoma in 1984.

MAKES	YEAR TO DATE 1985		YEAR TO DATE 1984	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
Chevrolet Sprint				
Chevrolet Spectrum	9864	.16	2771	.05
Dodge Colt	25506	.41	-	-
Dodge Colt Vista 5Dr	17067	.27	17202	.28
Dodge Conquest	5266	.08	3627	.05
Plymouth Colt	14411	.22	2444	.04
Plymouth Colt Vista 5Dr	15015	.25	15325	.25
Plymouth Conquest	5139	.08	3360	.06
AMC Renkur	1408	.02	2121	.04
Total Domestic Sponsored Imports	2781	.04	-	-
	84640	1.37	46905	.78
OTHER IMPORTS				
Isuzu				
Nissan	11819	.19	11452	.19
Honda	297455	4.79	258391	4.33
Mazda	313888	5.04	278761	4.68
Mercedes-Benz	100295	1.62	83602	1.52
Mitsubishi	51748	.83	44985	.78
Renault	23622	.38	20879	.35
Subaru	4825	.08	7894	.13
Toyota	85261	1.37	81947	1.38
Volkswagen	306061	4.85	278827	4.66
Volvo	105903	1.71	87645	1.65
Others	50294	.81	59830	1.01
Total Other Imports	155139	2.50	139454	2.36
	1515761	24.41	1375826	23.24
GRAND TOTAL ALL IMPORT CARS	-	-	-	-
	1600545	25.78	1422231	24.02

DOMESTIC SPONSORED IMPORTS				
Dodge Ram 50	90157	1.45	24455	1.05
OTHER IMPORTS				
Isuzu				
Nissan	412225	1.55	21533	.91
Mazda	151102	5.81	115841	5.32
Mitsubishi	52218	2.31	55186	2.62
Subaru	14626	.54	7765	.34
Toyota	2253	.08	2848	.11
Volkswagen	205810	7.68	151395	9.54
Others	10166	.38	11824	.51
Total Other Import Trucks	887	.03	1872	.08
	459369	18.17	370264	18.35
GRAND TOTAL ALL IMPORT TRUCKS	-	-	-	-
	529526	19.66	402719	17.45

CHEVROLET GIO	124931	4.84	111532	4.81
DODGE RAMPAGE	941	.05	5942	.25
FORD RANGER	148141	5.50	127775	5.54
GMC S15	26884	1.05	24492	1.06
UNITED STATES SUMMARY				

NEW VEHICLE REGISTRATIONS-UNITED STATES
CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
*1975	8231960	2387417
*1976	8701460	3056008
*1977	9205735	3551606
*1978	10466134	3853340
*1979	10760895	3912356
*1980	8708377	3479777
*1981	8063819	3180469
*1982	7159382	3430871
*1983	8654188	3978858
1984	10118231	4967182

TOTALS INCLUDE ALASKA & HAWAII
ESTIMATES NOT AVAILABLE

R. L. POLK & CO.
JULY 1985 ISSUED 09/85

4

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RADIO—BY 70%

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NEWSPAPERS—BY 65%

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